



# Tom Wells

## Data Analyst | Python Developer

Available for remote contract work on data analytics projects

Highly proficient data analyst using Python with full-stack data skill set.

- 8+ years of industry with leading global enterprises
- Expert in visualization & dashboards (Tableau, PowerBI, Looker and more)
- Skilled at data acquisition, transformation and pipelines (SQL, BigQuery)
- Can automate tasks such as acquiring data for Excel as well as web scraping

## Contact

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### LinkedIn:

<https://www.linkedin.com/in/tom-loves-data/>

## Education

2010-14

### BA in Linguistics

Humboldt University, Berlin

2016

### Machine Learning

Stanford Online via Coursera ([credential](#))

2019

### Data Scientist & Python Programmer

#### Career Tracks

Datacamp (1. [credential](#), 2. [credential](#))

2021-ongoing

### Master of Science in Analytics

Georgia Institute of Technology

## Expertise

- Data modelling - *Python (Pandas, Numpy, scikit-learn, Keras, TensorFlow)*, *marketing mix modelling, RFM, cashflow analysis, lead prediction models, customer segmentation*
- Data acquisition/manipulation - *SQL, BigQuery, API queries*, *web scraping*
- Data visualisation - *(Plotly, Seaborn)*
- Interactive web applications - *(Streamlit, Python, Heroku)*
- Web Analytics and Conversion Tracking - *GA4 (including migrations)*
- Expert domain knowledge in SEO and Google Ads - (certified expert)

## Languages

English - *native speaker*

German - *native proficiency*

Python - *getting more Pythonic with every project*

## Career Overview

### 2015 - present

#### Senior Data Analyst & Python Developer – Freelance

Over the last eight years, having the chance to work as a data analyst with some of the leading tech companies in the world has been an experience that is both highly rewarding and immeasurable in value. My remit is usually to help solve strategic problems with data analytics and modelling. Client engagements have included **Searchmetrics** - an industry-leading SEO platform, **Salesforce**, a global leader in CRM, and **Papirfly**, a leader in digital asset management.

## Selected Client Engagements

### 2023

Papirfly

#### Senior Data Analyst (contract)

Papirfly is a leader in enterprise-level digital asset management solutions. This project comprised a comprehensive analysis of all marketing channels in terms of marketing spend versus conversions. Tasks included but were not limited to the following:

- Marketing spend analysis including marketing mix modelling
- Financial forecasting using advanced analytics
- Analysis of marketing channels using internal analytics data to advise on marketing spend ROI
- An analytical model to advise on the efficacy of specific Google Ads campaigns

### 2021/22

Searchmetrics

#### Senior Data Analyst (contract/ inhouse) & Study Author

Searchmetrics (recently acquired by Conductor) is one of the top 5 SEO companies in the world. Starting in-house in 2015, my ongoing relationship evolved into a role as an in-house senior consultant. This role comprised analyzing vast amounts of SEO data to inform the product team on features they should create. In addition, I was tasked with conducting research and presenting my findings to the industry:

- Sole author of the largest study of Google Product Ads ([study link](#)) – involving querying, aggregating and visualizing data for Google Product Ads.
- Coauthor of Core Web Vitals study ([study link](#)). We analyzed over 2 million URLs using a data science pipeline including querying APIs, data cleaning, aggregating and correlation analysis.
- Data-driven competitor analysis and segmentation
- Advanced keyword segmentation model

### 2021

Peekd AI - (now Grips Intelligence)

#### Senior Data Analyst & Researcher (contract)

Grips Intelligence (formerly Peekd AI) is a young marketing analytics company focussing on providing insight to users with a focus on e-commerce data.

- Large-scale data analysis (750M + rows) of e-commerce data including product and category segmentation and correlation analysis.



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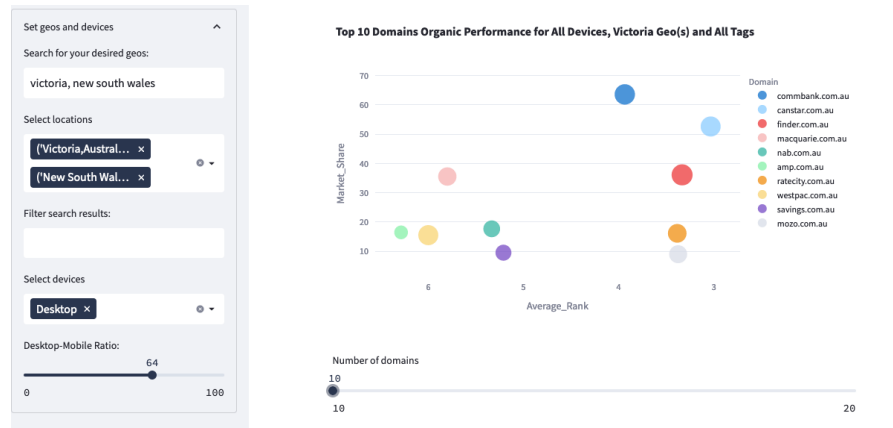


## Portfolio Projects

Outside of client consulting projects, I'm deeply passionate about learning about the latest applications in the data analytics world. From building my own marketing data platform to creating a world map of website loading times, these passion projects have led to direct applications in client work.

### COMPASS Research Platform

A custom coded research platform now in use on most client projects



Starting as a passion project – and with a need for a more customized approach to organic search, paid ads and user experience data, I created my own research application. Built in Python and Streamlit, the platform can query various data APIs, return, aggregate and visualize the data using the interactive Plotly library. Such is the versatility, I have used it on almost every client project since its creation due to its agile advantages over traditional research platforms.

### Australian Banking Snapshot

Organic traffic market shares in an interactive web app

<https://australian-banking-snapshot.streamlit.app/>

Built in Streamlit, Python and Plotly, this lightweight web app queries data from search engine results pages (SERP) data APIs, aggregates the data, and presents it by product category in an interactive and intuitive format.

### Mobile Website Loading Time Map of the World

<https://lookerstudio.google.com/reporting/d651d779-9d4d-4be7-a2c0-9547cfd8f9d4>

Built by using BigQuery on Google Cloud Console to query the CrUX dataset (the largest dataset on website user experience), the data is then aggregated and presented in an interactive map of the world in Looker Studio.

## Selected Media/Speaking Appearances

### SMX Paris - March 2022

Speaker at Global SEO and Data Analytics Conference

Speaker at this event presenting my own research on Core Web Vitals and industry data.

### Voices of Search Podcast - 2021/22

Guest speaker on podcast focussing on marketing

analytics

Speaker on 4 episodes of this podcast most recently in 2022 ([episode link](#))